



## Maryville revisited

*The sales numbers are in and restaurants are winning.*

After the smoke had cleared from the debate over an ordinance to make restaurants smoke-free in Maryville, members of the local coalition, Citizens for a Smoke Free Nodaway County, knew they still had work to do. They wanted to give their city council hard evidence to back up one of the coalition's boldest arguments: that banning smoking inside all city restaurants would not be bad for business. Recently the coalition was able to accomplish that final task, and the results turned out even better than they had hoped.

Maryville's Clean Indoor Air Ordinance stipulates that all Maryville restaurants be completely smokefree—exempting establishments having at least 70 percent of their business in liquor sales. It was implemented June 9, 2003, but the fight to get it on the books started years earlier, in 1998, with the Breathe Easy campaign to educate the community. By the time the Maryville city council began to debate the issue in 2002, Citizens for a Smoke Free Nodaway County was organized and ready to work hard to improve the public health of their community.

In the ensuing debate, one concern was front and center for the people who opposed Maryville's clean indoor air ordinance. The city council heard many variations on a theme of how an ordinance such as this would hurt the local economy: The Maryville restaurant business would be irreparably harmed; residents would leave in droves and drive to surrounding commu-

nities for dinner; or, residents would stop dining out altogether. In an era when the economy struggled, the arguments seemed to resonate. But the members of the coalition never wavered.

The coalition members gathered examples and testimonials from city officials and business people from towns and cities around the country that had adopted similar legislation. And more importantly they were able to use the experience of local businesses that had voluntarily adopted a smokefree policy. Going smokefree had not hurt business there, they argued, and it would not hurt business here in Maryville. The coalition members successfully kept the focus on public health and the many benefits the residents of Maryville would reap from limiting the public's exposure to secondhand smoke.

Teri Harr, R.N., served as coalition chairperson and says local support was a key factor in giving coalition members the courage to stand their ground. "We were supported by local restaurant managers who had voluntarily taken their establishments smokefree," Harr said, "and they were telling us that not only had they not lost business, they were saving money on cleaning costs."

"At the time the council was debating this issue," said coalition member Jamie Baker, "the coalition stood firm on the previous experiences of other cities and assured council members that Maryville restaurants would not

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## Kansas City Council opts for exemptions

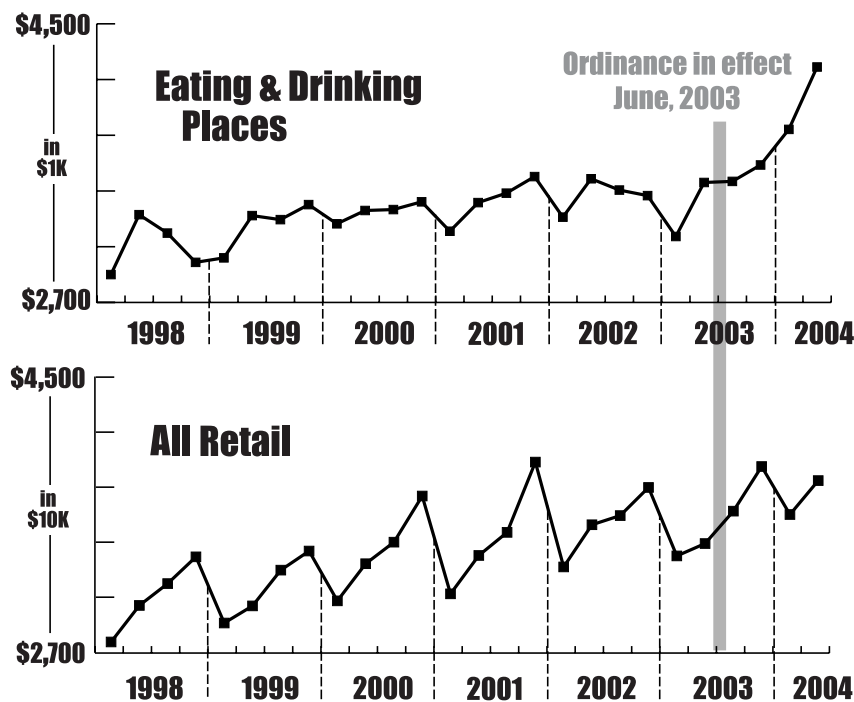
On September 23, 2004, the Mid-America Regional Council (MARC) released a model smokefree workplace ordinance for Kansas City area communities to use in an effort to promote uniformity and encourage adoption. In a November 23 vote, however, the Kansas City Council rejected the MARC model ordinance in favor of a substitute measure.

MARC is an organization of mayors, city council members, city administrators and other local officials for the 116 communities in greater Kansas City. Their model ordinance is based on that of Americans for Nonsmokers' Rights.

A *Kansas City Star* article referred to MARC's proposed city-wide ban on smoking as a first for the nation—the first such ordinance covering an entire metropolitan area, straddling two states and covering a majority of

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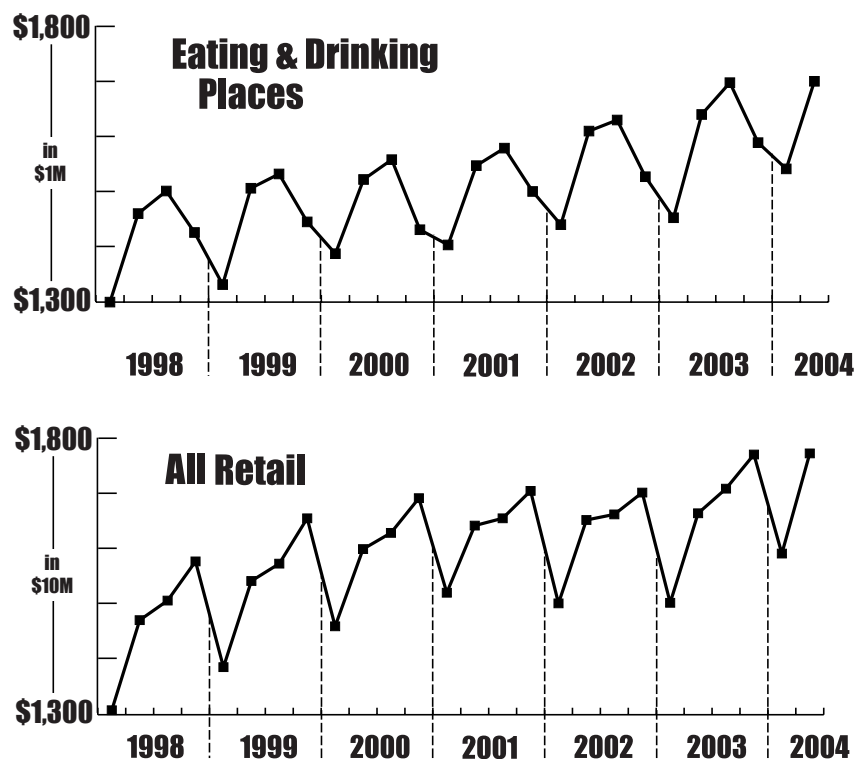
**Figure 1:**  
**Trends in taxable sales for Maryville '98-'04\***



*Figure 1 charts taxable sales receipt trends for eating and drinking places and for all retail sales in Maryville, Missouri, by quarter through mid-2004, which includes a full year after the ordinance was in effect. Sales for eating and drinking places and for all retail followed a similar pattern of seasonal rise and fall with the exception that eating and drinking sales in the four quarters directly following implementation of Maryville's smoke-free restaurant ordinance continued to increase to record levels.*

\* Impact of Smokefree Restaurant Ordinance on Revenues for Maryville, Missouri.  
Compiled by the Missouri Department of Health and Senior Services,  
from data collected by the Missouri Department of Revenue

**Figure 2:**  
**Trends in taxable sales for Missouri '98-'04\***



*Figure 2 depicts sales trends for the entire state of Missouri during the same time period as figure one. As with Maryville, the trendlines for the state's eating and drinking places and for all retail sales are nearly identical. The cyclical highs and lows reflect seasonal influences with an overall slight upturn. Unlike Maryville, however, taxable sales for eating and drinking places for the state experienced only about half the percentage increase during the final four quarters.*

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lose business. Now, finally, we have the proof that what we said was true.”

Baker refers to data that the coalition requested from the Missouri Department of Revenue that charts all taxable sales receipts for the state of Missouri. The coalition charted eating and drinking establishments and total general sales receipts for Maryville going back enough years to get an accurate picture of seasonal and economic fluctuations. In addition, they were able to compare the sales trends of Maryville with those for the rest of the state.

For the study, they received numbers dating from 1998—more than five years prior to the passage of the ordinance. For the time period researched (1998-2004), the trends for total retail sales mirror those of eating and drinking sales showing cyclical and seasonal ups and downs and a slight, steady increase as the region's overall economy improved. Only in the last four quarters of the targeted time period do the trends in overall retail sales in Maryville and

Maryville restaurant sales began to differ significantly. This is the period directly following implementation of the Maryville ordinance on June 9, 2003. Following that period, eating and drinking place sales in Maryville took a dramatic upturn, outpacing Maryville's general retail sales by a factor of more than two to one. During that period, retail sales in Maryville increased by 5.7 percent, whereas Maryville eating and drinking establishment sales were up 11.4 percent (fig.1, pg.2). This was also more than double the rate of average increase (5.3 percent) for the state's eating and drinking establishments during the same time period (fig.1-2, pg.2).

“These results were all we had hoped for, and more,” Baker said. “It really is a win-win situation for Maryville.” Harr agreed saying, “It's very rewarding when the results prove that not only are you providing a healthier place for employees and customers, but that business improved as well.”

Before making the study public, the coalition contacted Stan Cowan, the community program

coordinator of the Tobacco Use Prevention Program at the Missouri Department of Health and Senior Services. They wanted his reaction and advice on how to proceed. Cowan was immediately impressed with the numbers, but decided it would be wise to have them reviewed by a professional economist. For that he contacted Thomas Kruckemeyer, the retired Chief Economist from the Missouri Office of Administration's Budget of Budget & Planning.

It didn't take Kruckemeyer long to conclude that Maryville's restaurants had seen a significant increase in business following adoption of their smokefree air ordinance and that the increase could not be explained either by the improving economy of Maryville or that of the rest of the state. An abstract of the study, titled “Impact of a Smokefree Restaurant Ordinance on Revenues for Maryville, Missouri,” has been submitted for presentation at the 2005 National Conference on Tobacco or Health, hosted by the U.S. Centers for Disease Control & Prevention, to be held in Chicago in May, 2005. ■

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## MARC *(continued from page 1)*

the population in six counties: Jackson, Platte, Clay, Cass, Johnson and Wyandotte.

MARC's model ordinance prohibited smoking in all enclosed places of employment and all enclosed public places, including restaurants, bars, casinos and bingo parlors. It removed the argument about a level playing field, which would be very important when so many different municipalities are concerned. The nearby Kansas University town of Lawrence recently passed a similar measure. The *Kansas City*

*Star* endorsed the MARC version, as did the local coalition—the Metropolitan Coalition for Healthy Communities.

The substitute ordinance passed by the Kansas City Council varied significantly from the MARC model. The passed version prohibits smoking in public places and workplaces, but with specified exemptions for hotels, restaurants and bars, bowling alleys, fire stations, and any other type of occupancy that provides separately ventilated smoking areas.

The American Cancer Society, American Heart Association and American Lung Association are supportive of the MARC model and testified against the Kansas City ordinance as being inadequate in removing the health threat of exposure to secondhand smoke. Councilman Jim Rowland voted against the ordinance as being “watered down to the point that it's become meaningless.” ■

## Local Missouri stats *f - a - s - t*

With an Internet connection and the push of a few buttons, in a matter of seconds you can tell a legislator what percentage of his constituents have a no-smoking policy in their homes or even in their cars.

To get that information, you would quickly type in [www.dhss.mo.gov/SmokingAndTobacco](http://www.dhss.mo.gov/SmokingAndTobacco). That takes you to the Missouri Tobacco Use Prevention Program's home page. Down the left of the page, you'll see a list of headings. When you click on the heading "Data & Statistical Reports," up pops a useful list of documents relating to tobacco use in Missouri. At the head of the list is a document titled, "Missouri County-Level Studies." Clicking on that takes

you to a full list of statewide reports or reports that target specific regions and counties around the state. There are three broad topics for the county and state-specific information: Cessation, Excise taxes, and Secondhand Smoke.

Choose the topic for which you need statistics by clicking on it. That gets you a full-page introduction to the studies, which explains in detail how they were set up and designed. At the bottom of the page, you'll see seven regional listings: Kansas City Metro Area, Northwest MO, Northeast MO, Southeast MO, Southwest MO, Saint Louis Metro Area, and Central MO. Clicking on these regional names will take you to a list of counties in these regions with easily referenced charts of the survey results from those residents. For instance, in the Secondhand Smoke report, you will find smoking rates;

secondhand smoke exposure at home, in the car and in the workplace; and, opinions on smoke-free policies in the workplace, restaurants and public places such as bars and malls. These local results are easily compared with the same questions regionally or statewide, because they all are listed right there. And of course a couple more clicks allows a quick comparison with other regions.

This data will be useful for preparing grant proposals and to guide coalition activities, in addition to responding to a request from a public official or the media. The numbers are from the 2003 county-level study, which is a random telephone survey of approximately 15,000 Missouri adults. ■

## Boone County steps up

The Boone County Coalition for Tobacco Concerns added 500 new members in one month. This phenomenal growth came from a combination of leadership, planning and opportunity.

"Our membership has worked hard to set monthly goals," said coalition co-chair, Dean Andersen, "with the objective of introducing legislation to our city council proposing a strict smoke-free workplace ordinance early in 2005."

Andersen said his coalition chose September as a month to focus on recruitment due to the seasonal opportunities offered. Every Thursday evening in September, the city of Columbia sponsors Twilight Festival, a downtown festival. The event covers the entire downtown business district and features

crafts, live music, food and a variety of street entertainers. Twilight Festival draws thousands of Mid-Missouri residents and presented a unique opportunity for the coalition to take their message directly to the people.

"We approached folks and asked them if they would like to help support making Columbia smokefree in bars and restaurants," Andersen said. "We also handed out smokefree dining guides, and gave helium balloons with our logo to kids. This approach allowed us to meet folks on their level and answer any questions right there."

The Coalition did not put all their recruitment eggs in the festival basket. According to Dean, they also attended Columbia's weekly Farmer's Market, had a Saturday morning presence at the local post office and worked the crowd at local sports events.

"Anywhere folks congregate can serve as an opportunity to recruit

and educate," Dean said. "The trick is empowering our involved members to feel more comfortable approaching people. And another trick is to keep it fun. Not only did we recruit, we socialized and enjoyed the time we spent." In keeping with that theme, Dean said the coalition recently had a community picnic to welcome all the new members.

Dean said the coalition plans a host of community out-reach heading into the new year: house parties for city council members; a city-wide "Smokefree Dining Appreciation Week, complete with a proclamation from the mayor; a city-wide survey of the community's attitude about a smokefree ordinance; and, informative educational surveys to restaurants and bars.

For more information about the Boone County Coalition for Tobacco Concerns, contact Dean Andersen at 573/884-3242 or (cell) 573/529-9704 or [AndersenDC@missouri.edu](mailto:AndersenDC@missouri.edu). ■

## Missouri Smokebusters program expands west and south

**S**mokebusters is the name of a tobacco use prevention program that has staying power. Longevity is literally built in, as the regimen is structured to run for three years. And now this program seems likely to stay around Missouri for even longer as the success of this Northeastern Missouri program has taken root and is branching out to both the Northwestern and Southeastern regions of the state.

Smokebusters was developed in Northeastern Missouri by a partnership created through the Northeastern Cancer Control Coalition. The NE program now has 29 school groups comprised of 275 middle and high school youth. This fall, it expanded to the Northwestern and Southeastern regions of the state with help from a grant from Heartland Foundation in Northwestern Missouri and from several partners in Southeastern Missouri, including the American Lung Association, the American Heart Association, the American Cancer Society and Heart Health Coalitions.

In 1999, the Northeast Missouri Cancer Control Coalition formed a subcommittee to address tobacco issues. That subcommittee became the founding body of the Smokebusters program. Joyce Lara, who now works as the Missouri Tobacco Use Prevention Program's Northeast District community policy specialist, was the subcommittee chair. Other members included Lori Moots, Mary Ann Reed, Adriene Arnold, Leah Armstrong, Kenya Epperson and Mandy Herleth—all members worked as health professionals representing various organizations and areas of Northeastern Missouri.

The Smokebusters program that evolved from the collaboration and work of this group developed into a three-year regimen. Just like graduated levels within the

school structure, each year represents a higher level achievement.

The first year, phase one, establishes school teams and a three-year commitment to the project. The objective for this year is to empower teens to stay tobacco free, to serve as role models for younger children and peers, and to become agents for change in the community. This first year prepares teens through education: they learn audience characteristics; they learn the science of tobacco; and, they learn to identify tobacco advertising and promotion that is aimed at youth.

During the second year, phase two, team members focus on working with the mass media. They learn how to tailor a message for the different mediums: radio, television and print. They use these skills to reach community leaders and effect policy changes at the local level.

In the final year, phase three, team members are empowered to ask for environmental and policy change at sites of their own choosing. In this year, members use all the information and skills mastered in the first two years to take their message directly to the policy makers in their communities. The last step in this final year is for members to help build new teams with youth who are inducted into phase one of the program.

### Moving West and South

Members of the Northwest Missouri Tobacco Use Prevention Coalition for Healthy Communities thought the Smokebusters Program would be a good fit for their region.

"We thought the program would meet two big goals for us," said MOTUP Community Policy Specialist Jamie Baker, "it would empower area youth to be advocates for tobacco-free lifestyles and it would unite the Northwest Missouri region under the banner

of a successful, community-based program."

Baker said thus far she and other coalition members couldn't be happier with the results. "I have worked in tobacco control since '97," Baker said, "and have only dreamed of the collaborative partnership that has formed to support this program. It has been amazing."

Baker said Smokebusters has active participation from nearly all of the local public health agencies: three hospitals, Northwest Missouri State University, voluntary agencies, community coalitions and volunteers.

Holly Ayers is the MOTUP Community Policy Specialist for the Southeastern District, and she clearly is looking to the future with the Smokebusters program being an integral part of her long-range plans.

"In Southeastern Missouri," Ayers said, "we have very few smokefree businesses and no communities with smokefree policies. Who better to educate and motivate the school districts, community leaders and other youth in Southeastern Missouri than our own youth?"

Ayers said the Smokebusters focus on building skills in areas of decision making, problem solving and social advocacy would serve her region well. Her short-term goals are to increase the number of school districts in Southeastern Missouri with trained youth advocacy teams. Her long-term goal is to see at least 50 percent of those school districts complete the three full years of training and ultimately succeed in their specific policy change goals.

"As a facilitator," Ayers said, "my role is to make sure that the short-term goals are feasible and that they include the necessary steps needed to make those three-year public policy objectives a reality." ■